

2023 ANNUAL REPORT

School Social Work
Association of
America



www.sswaa.org



ABOUT SSWAA

We believe school social workers play a vital and valuable role in serving and connecting school, home, and community. We believe in providing quality training to professionals as they expand their knowledge in best practices. We believe professionals should have access to high-caliber tools and resources that elevate their practice. We believe in the value of relationships and the power of engaging with colleagues through professional community. We believe in raising visibility through the empowerment of our members as advocates and providing a voice for our profession at the national level.



VISION AND MISSION

Students should have access to highly qualified school social workers who support students and families. SSWAA envisions a School Social Worker in every school. To this end, the School Social Work Association of America (SSWAA) empowers school social workers and promotes the profession to enhance the social and emotional growth and academic outcomes of all students nationally and globally.



OUR SERVICES

- 01. Membership
- 02. Professional Development
- 03. Marketing & Communications
- 04. Partnerships & Collaborations
- 05. Professional Community

OUR TEAM

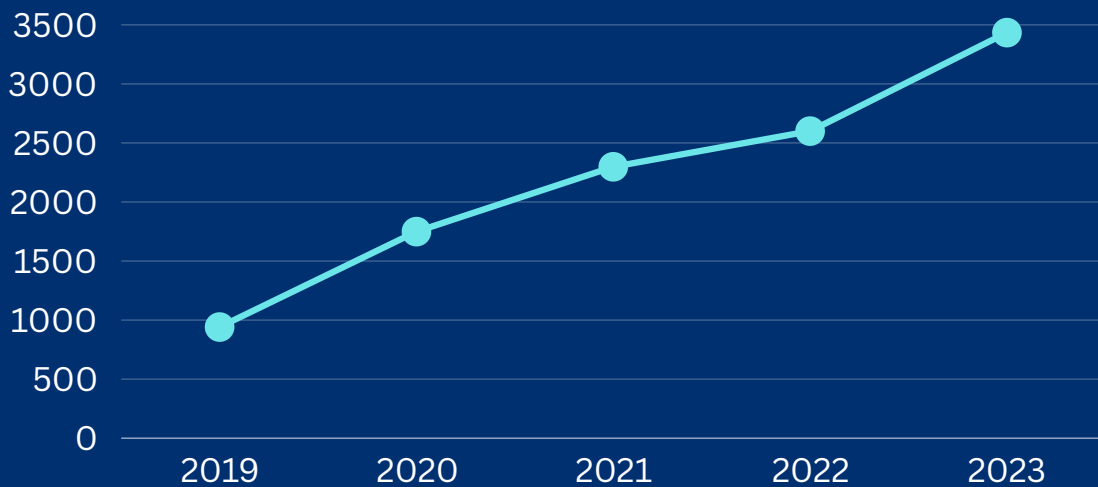
Rebecca Oliver, Executive Director, has been leading SSWAA for 9 years. During that time the staff has been expanded to better meet the needs of our members, state affiliates, and professional community.



From left to right: Ali Langen, Marketing and Communications Specialist | Rebecca Oliver, Executive Director | Capella Hauer, Associate Executive Director | Dr. JR Bullard-Batiste, Professional Development Coordinator

MEMBERSHIP HIGHLIGHT

We have seen strong growth in membership over the past several years. We have actively solicited member feedback and input via regular member surveys, allowing SSWAA to allocate resources in line with member feedback. Additionally, SSWAA has invested in staffing, technology, and added member benefits to increase effective services and fuel future growth.



PROFESSIONAL DEVELOPMENT

Training Opportunities: conference | webinars

Professional Community: office hours | drop-in sessions

Added Online Learning: SSWAAed On-Demand CEs | book series CEs

New In-Person Offering: Summer Symposium

Professional Advancement: National Certification for School Social Workers (NCSSW)

Professional Resources: School Social Work Resource Library (SSWRL)

Over 60 CEs have been made available to members over the past year.

MARKETING & COMMUNICATIONS

Within the organization, SSWAA has enhanced marketing and communication efforts which include providing ongoing website updates, developing contemporary and consistent branding, and increasing member communications consisting of weekly newsletter updates.

SSWAA has built impactful relationships with industry partners which enable SSWAA to bring tools, resources, and services to our members. Conference and event partners have expanded over the past several years with many businesses participating in year-round marketing opportunities.

PARTNERSHIPS & COALITIONS

SSWAA participates in 21 National Coalitions / work groups on a variety of topics and issues of importance to work in public education, student wellbeing, and professional advocacy. Organizational membership makes this important advocacy work possible.



ADDED IN 2023

- Additional staff hours to better meet member needs
- SSWAAed learning platform
- Informal networking via “Office Hours”
- Access to the School Social Work Journal

SUMMARY

SSWAA's achievements & progress over the past year have been tremendous. From significant member increases, added state affiliate partners, and a third sold-out conference to additional staff hours, increased partnerships, and amplified national opportunities, we have seen steady growth and have successfully expanded our member base and enhanced product offerings.

The SSWAA team is committed to strategic efforts, data-driven decisions, efficient operations, and teamwork & innovation that empower exceptional member services and association outcomes.



WHAT'S NEXT?

Coming to SSWAA in 2024:

- Summer Symposium
- New Strategic Planning
- Job Board
- Pride Practitioner Group

We are continuously gathering member feedback and exploring trends in the field that will help us stay ahead of the curve and provide our members with high quality & innovative services.

PARTNER WITH SSWAA

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